

### IN THE CLAIMS:

Claims 1, 18, 21, 26-27, 29-30, 41, 52, 63, 66-82 are amended herein. No claims are cancelled or added. All pending claims are produced below. In addition, the status of each is also indicated below and

1. (Currently Amended) A system for augmenting data from a source data file with data from a reference database to generate an augmented data file, comprising:
  - a reference database including at least one reference datum;
  - a handler component configured to retrieve a source data file including at least one structured datum;
  - a locator component configured to locate the structured datum in the source data file;
  - an analyzer component configured to associate the identified structured datum to the one reference datum to create an association according to an analyzing strategy; and
  - a generating component configured to:
    - generate a hyperlink based upon the association; and
    - embed the ~~generated hyperlink~~ association of the structured datum to the reference datum in the source data file to create an augmented data file
    - ~~wherein the embedded generated hyperlink is displayable with the identified structured datum on a client system; and~~
    - a communication component configured to transmit additional information from the reference database according to the association in response to a pointer being over the structured datum, the additional information being simultaneously displayable in an area proximate to the structured datum.

1 2. (Original) The system of Claim 1, wherein the source data file is stored at an address  
2 on a network.

1 3. (Original) The system of Claim 2, wherein the network is a public network.

1 4. (Original) The system of Claim 3, wherein the network is the Internet.

1 5. (Original) The system of Claim 1, wherein the structured datum includes a formatted  
2 webpage.

1 6. (Original) The system of Claim 1, wherein the reference datum includes a first  
2 uniform resource locator address.

1 7. (Previously Presented) The system as defined in Claim 6, wherein the first uniform  
2 resource locator address is the location of an advertisement.

1 8. (Original) The system of Claim 7, wherein the reference datum includes generating a  
2 second identifier associated with the first uniform resource locator address.

1 9. (Original) The system of Claim 8, wherein the analyzer component is further  
2 configured:

3 to generate a first identifier based upon the structured datum;

4 to locate the second identifier corresponding to the first identifier; and

5 to associate the first uniform resource locator address with the structured datum.

1 10. (Original) The system of Claim 9, wherein the first uniform resource locator address  
2 is further associated with a user-friendly descriptor.

1 11. (Original) The system of Claim 9, wherein the first identifier is a first text string.

1 12. (Original) The system of Claim 11, wherein the first text string includes keywords.

1 13. (Original) The system of Claim 12, wherein the second identifier is a second text  
2 string.

- 1 14. (Original) The system of Claim 13, wherein the analyzer component is further  
2 configured to locate the second text string according to the first text string.
- 1 15. (Original) The system of Claim 14, wherein the analyzer component is further  
2 configured to associate the first uniform resource locator address with the first text  
3 string.
- 1 16. (Original) The system of Claim 9, wherein the analyzer component generates the first  
2 identifier by means of a “fuzzy expert” search engine.
- 1 17. (Original) The system of Claim 16, wherein the analyzer component generates the  
2 first identifier by means of a natural language search engine.
- 1 18. (Currently Amended) The system of Claim 17, wherein the additional information  
2 comprises a hypertext link ~~is further associated with~~ and a user-friendly descriptor.
- 1 19. (Original) The system of Claim 1, wherein a publishing component is configured to  
2 save the augmented file at a desired second uniform resource locator address.
- 1 20. (Original) The system of Claim 1, wherein a browser is configured to display the  
2 augmented data file when directed to the source data file.
- 1 21. (Currently Amended) A method of augmenting data from a source data file with data  
2 from a reference database, the method comprising:  
3 retrieving at least one data file including at least one structured datum from a first  
4 address;  
5 identifying the structured datum;  
6 locating reference datum from a reference database according to the identified  
7 structured datum;

8 generating an association of the reference datum to the structured datum a hyperlink  
9 according to the reference datum;  
10 augmenting the data file with the hyperlink generated association to create an  
11 augmented data file ~~wherein the hyperlink associated with the identified~~  
12 ~~structure datum is displayable with the structured datum;~~ and  
13 storing the augmented data file at a second address for subsequent display of the  
14 augmented data file in response to a request for the data file; and  
15 responsive to a pointer being over the structured datum, transmitting additional  
16 information from the reference database according to the association, the  
17 additional information being simultaneously displayable in an area proximate  
18 to the structured datum.

1 22. (Original) The method of Claim 21, wherein the first address is on a network.

1 23. (Original) The method of Claim 22, wherein the network includes at least a portion  
2 of the Internet.

1 24. (Original) The method of Claim 22, wherein retrieving one data file includes  
2 retrieving a web page.

1 25. (Original) The method of Claim 21, wherein locating reference datum includes  
2 locating a uniform resource locator address.

1 26. (Currently Amended) The method of Claim 25, wherein generating an association a  
2 hyperlink includes associating the structured datum to a uniform resource locator  
3 address.

- 1 27. (Currently Amended) The method of Claim 26, wherein generating an association a-  
2 hyperlink includes generating a user-friendly description of the data contained at the  
3 uniform locator address.
- 1 28. (Original) The method of Claim 21, further comprising displaying the augmented  
2 data file.
- 1 29. (Currently Amended) The method of Claim 28, wherein displaying the augmented  
2 data file includes displaying the additional information simultaneously in an area  
3 proximate to the structured datum in response to a pointer being over the structured  
4 datum user friendly name.
- 1 30. (Currently Amended) A method of augmenting structured data stored in a source  
2 data file with unstructured data stored in a reference database, comprising:  
3 reading a structured datum from a source data file;  
4 locating a reference datum in a reference database corresponding to the read  
5 structured datum;  
6 generating an association of the reference datum additional information to the read  
7 structured datum based upon the located reference datum; and  
8 augmenting the source data file with the generated association, ~~wherein the additional~~  
9 ~~information from the generated association is displayable with the structured~~  
10 ~~datum in response to a request for the source data file; and~~  
11 responsive to a pointer being over the structured datum, transmitting additional  
12 information from the reference database according to the association, the  
13 additional information being simultaneously displayable in an area proximate  
14 to the structured datum.

- 1 31. (Original) The method of Claim 30, wherein the source data file is stored on a  
2 network.
- 1 32. (Original) The method of Claim 31, wherein the source data file is stored on the  
2 Internet.
- 1 33. (Original) The method of Claim 30, wherein locating the reference datum includes  
2 locating a uniform resource locator address.
- 1 34. (Original) The method of Claim 33, wherein locating the uniform resource locator  
2 address includes locating the uniform resource locator address for an advertisement.
- 1 35. (Original) The method of Claim 30, wherein locating a reference datum in a  
2 reference database corresponding to the read structured datum and wherein  
3 corresponding includes corresponding according to an analyzing strategy.
- 1 36. (Original) The method of Claim 35, wherein the analyzing strategy is locating a first  
2 text string in the structured datum and matching a second text string in the reference  
3 datum.
- 1 37. (Original) The method of Claim 35, wherein the analyzing strategy comprises  
2 locating a first keyword in the structured datum to correspond to a second key word  
3 in the reference datum.
- 1 38. (Original) The method of Claim 35, wherein the analyzing strategy includes  
2 generating a first identifier to the structured datum and locating a second identifier in  
3 the reference datum matching the first identifier.
- 1 39. (Original) The method of Claim 38, wherein the generating a first identifier is based  
2 upon a “fuzzy expert” search engine.

1 40. (Previously Presented) The method of Claim 39, wherein generating the first  
2 identifier further includes retrieving a natural language text from the structured  
3 datum.

1 41. (Currently Amended) A system for associating data in a reference database with  
2 structured data in a source data file, comprising:  
3 means for reading a structured datum from the source database;  
4 means for locating a reference datum in a reference database corresponding to the  
5 read structured datum;  
6 means for generating an association of the reference datum to the read structured  
7 datum ~~based upon the located reference datum; and~~  
8 means for augmenting the source data file with the generated association, ~~wherein the~~  
9 ~~generated association of the located reference datum is displayable with the~~  
10 ~~read structured datum; and~~  
11 means for transmitting additional information from the reference database according  
12 to the association in response to a pointer being over the structured datum, the  
13 additional information being simultaneously displayable in an area proximate  
14 to the structured datum.

1 42. (Original) The system of Claim 41, wherein the source data file is stored on a  
2 network.

1 43. (Original) The system of Claim 41, wherein the source data file is stored on the  
2 Internet.

1 44. (Original) The system of Claim 43, wherein locating the reference datum includes  
2 locating a uniform resource locator address.

- 1 45. (Original) The method of Claim 44, wherein locating the uniform resource locator  
2 address includes locating the uniform resource locator address for an advertisement.
- 1 46. (Original) The method of Claim 41, wherein locating a reference datum in a  
2 reference database corresponds to the read structured datum, and wherein corresponds  
3 includes corresponding according to an analyzing strategy.
- 1 47. (Previously Presented) The method of Claim 46, wherein the analyzing strategy  
2 includes locating a first text string in the structured datum and locating a second text  
3 string in the reference datum matching the first text string.
- 1 48. (Previously Presented) The method of Claim 46, wherein the analyzing strategy  
2 includes matching a first keyword in the structured datum to second key word in the  
3 reference datum.
- 1 49. (Previously Presented) The method of Claim 46, wherein the analyzing strategy  
2 includes generating a first identifier to the structured datum and matching a second  
3 identifier in the reference datum.
- 1 50. (Original) The method of Claim 49, wherein the generating a first identifier is based  
2 upon a “fuzzy expert” search engine.
- 1 51. (Previously Presented) The method of Claim 50, wherein generating the first  
2 identifier further includes retrieving a natural language text from the structured  
3 datum.
- 1 52. (Currently Amended) A computer software program stored on a readable medium,  
2 the computer software program comprising:  
3 means for reading a structured datum from the source database;



4 means for locating a reference datum in a reference database corresponding to the  
5 structured datum;  
6 means for generating an association of the reference datum to the structured datum  
7 ~~based upon the reference datum; and~~  
8 means for augmenting the source data file with the association, ~~wherein the generated~~  
9 ~~association of the located reference datum is displayable with the structured~~  
10 ~~datum; and~~  
11 means for transmitting additional information from the reference database according  
12 to the association in response to a pointer being over the structured datum, the  
13 additional information being simultaneously displayable in an area proximate  
14 to the structured datum.

1 53. (Original) The software program of Claim 52, wherein the source data file is stored  
2 on a network.

1 54. (Original) The software program of Claim 53, wherein the source data file is stored  
2 on the Internet.

1 55. (Original) The software program of Claim 53, wherein locating the reference datum  
2 includes locating a uniform resource locator address.

1 56. (Original) The software program of Claim 55, wherein locating the uniform resource  
2 locator address includes locating the uniform resource locator address for an  
3 advertisement.

1 57. (Original) The software program of Claim 52, wherein locating a reference datum in  
2 a reference database includes locating a reference datum corresponding to the read  
3 according to an analyzing strategy.

- 1 58. (Previously Presented) The software program of Claim 57, wherein the analyzing  
2 strategy is locating a first text string in the structured datum and matching a second  
3 text string in the reference datum.
- 1 59. (Previously Presented) The software program of Claim 57, wherein the analyzing  
2 strategy comprises matching a first keyword in the structured datum to second key  
3 word in the reference datum.
- 1 60. (Previously Presented) The software program of Claim 57, wherein the analyzing  
2 strategy is generating a first identifier to the structured datum and matching a second  
3 identifier in the reference datum.
- 1 61. (Original) The software program of Claim 60, wherein generating a first identifier is  
2 based upon a “fuzzy expert” search engine.
- 1 62. (Previously Presented) The software program of Claim 60, wherein generating the  
2 first identifier further includes retrieving a natural language text from the structured  
3 datum.
- 1 63. (Currently Amended) A computer software program stored on a readable medium for  
2 augmenting data from a source data file with data from a reference database to  
3 generate an augmented data file, comprising:  
4 a reference database including at least one reference datum;  
5 a handler component configured to retrieve a source data file including at least one  
6 structured datum;  
7 a locator component configured to locate the structured datum in the source data file;  
8 an analyzer component configured to associate the identified structured datum to one  
9 reference datum to create an association; and

10 a generating component configured to:  
11 generate a hyperlink based upon the association; and  
12 embed the ~~generated hyperlink~~ association of the structured datum to the  
13 reference datum in the source file to create an augmented data file;  
14 ~~wherein the embedded generated hyperlink is displayable with the~~  
15 ~~identified structured datum; and~~  
16 a communication component configured to transmit additional information from the  
17 reference database according to the association in response to a pointer being  
18 over the structured datum, the additional information being simultaneously  
19 displayable in an area proximate to the structured datum.

1 64. (Original) The software program of Claim 63, wherein the source data file is stored  
2 at an address on a network.

1 65. (Original) The software program of Claim 64, wherein the network is a public  
2 network.

1 66. (Currently Amended) The ~~system~~ software program of Claim 64, wherein the  
2 network is the Internet.

1 67. (Currently Amended) The ~~system~~ software program of Claim 64, wherein the  
2 structured datum includes a formatted webpage.

1 68. (Currently Amended) The ~~system~~ software program of Claim 63, wherein the  
2 reference datum includes a first uniform resource locator address.

1 69. (Currently Amended) The ~~system as~~ software program of Claim 68, wherein the first  
2 uniform resource locator address is the location of an advertisement.

1 70. (Currently Amended) The ~~system~~ software program of Claim 68, wherein the  
2 reference datum includes a second identifier associated with the first uniform  
3 resource locator address.

1 71. (Currently Amended) The ~~system~~ software program of Claim 68, wherein the  
2 analyzer component is further configured to:  
3 generate a first identifier based upon the structured datum;  
4 to locate the second identifier to corresponding to the first identifier; and  
5 to associate the first uniform resource locator address with the structured datum.

1 72. (Currently Amended) The ~~system~~ software program of Claim 70, wherein the first  
2 uniform resource locator address is further associated with a user-friendly descriptor.

1 73. (Currently Amended) The ~~system~~ software program of Claim 71, wherein the first  
2 identifier is a first text string.

1 74. (Currently Amended) The ~~system~~ software program of Claim 73, wherein the first  
2 text string includes keywords.

1 75. (Currently Amended) The ~~system~~ software program of Claim 74, wherein the second  
2 identifier is a second text string.

1 76. (Currently Amended) The ~~system~~ software program of Claim 71, wherein  
2 corresponding includes corresponding based upon an analyzing strategy.

1 77. (Currently Amended) The ~~system~~ software program of Claim 76, wherein the  
2 analyzing strategy includes matching the first text string with the second text string  
3 and further associating the first uniform resource locator address with the first text  
4 string.

- 1 78. (Currently Amended) The ~~system~~ software program of Claim 77, wherein the  
2 analyzing strategy generates the first identifier by means of a “fuzzy expert” search  
3 engine.
- 1 79. (Currently Amended) The ~~system~~ software program of Claim 77, wherein the  
2 analyzing strategy generates the first identifier by means of a natural language search  
3 engine.
- 1 80. (Currently Amended) The ~~system~~ software program of Claim 70, wherein the  
2 additional information comprises a hyperlink ~~is associated with~~ and a user-friendly  
3 descriptor, the user-friendly descriptor being associated with the associated first  
4 uniform resource locator address.
- 1 81. (Currently Amended) The ~~system~~ software program of Claim 63, wherein a  
2 publishing component is configured to save the augmented file at a desired second  
3 uniform resource locator address.
- 1 82. (Currently Amended) The ~~system~~ software program of Claim 63, wherein a browser  
2 is configured display the augmented data file when directed to the source data file.